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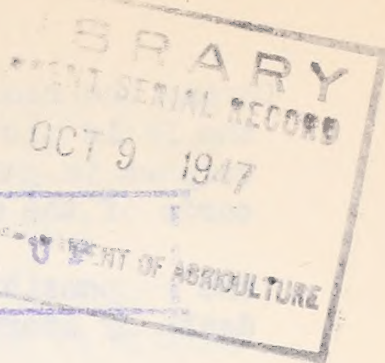
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Resume

FAMINE CAMPAIGN ROUND



NEXT 90 DAYS DIFFICULT --- TRUMAN

President Truman, discussing the food crisis on April 11, said that the next 90 days will be very difficult although the situation is improving.

On the favorable side for the long pull he mentioned that crop prospects in France and Germany are the best in 10 years and that recent rains have helped conditions in India.

However, he emphasized that we still have to get through the next 90 days. The harvest in both Europe and India will not get under way generally for about 3 months.

On the same day, UNRRA Director Fiorella La Guardia reported a "pathetic appeal" from Premier de Gaspari of Italy not to force a further reduction in the bread ration for his people.

La Guardia said the Italian situation was desperate with a daily calorie "intake" of 1,200 calories. He added that conditions in Europe are critical all over.

The chairman of the Emergency Conference on European cereals meeting in London cabled La Guardia that drastic conservation measures have been adopted in Europe.

"All out efforts, however," the cable said, "cannot assure the peoples of Europe against the sharpest privation, and we watch with constant anxiety the efforts our friends across the seas are making to send as much as they can produce and spare and transport."

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LET'S GET IT OFF OUR CONSCIENCE

The horror of famine figures in the oldest records of history. One of the earliest was found in a granite tomb in the Nile Valley, dating 2,000 years before Abraham.

Europe's most disastrous famine is recent. It was Ireland's "potato famine" from 1846 to 1851. More than a million persons died. Ten major famines from 1860 to 1900 killed 15 millions in India. In the Chinese famine of 1921, ten million perished for want of wheat.

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During the recent war, thousands of Greeks died in their homes after the Nazis picked their country clean. Relatives placed unidentified corpses in gutters so that the living could keep the bread ration cards of the dead.

The responsibility rests upon all of us. Let's erase the spectre of death by starvation wherever it may exist in the world.

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WHEAT OUTLOOK

Secretary of Agriculture Anderson believes we can meet our export goal of 225 million bushels of wheat for the first half of 1946 if all groups -- farmers, consumers, transport -- cooperate.

He expressed this confidence in a statement at Boston two days after the April crop report showed 204 million bushels of wheat still on farms April 1.

CROP REPORT. "The report of wheat stocks on farms April 1 shows that the wheat situation is not so tight as some had feared," said Secretary Anderson.

He pointed out that the estimate of 204 million bushels on farms is only 34 millions below the same date last year, and 31 million more than the 1935-44 average. He added that the total picture indicates "we can reach our goal of 225 million bushels for famine relief exports for the first six months of 1946."

The Secretary emphasized that we'd have to follow through hard on all conservation fronts to make the goal. He repeated that such steps include reduced feeding of stock and poultry, continued prohibition of use of wheat in beer and alcohol, the higher milling extraction rate, inventory limitations and voluntary consumer saving of bread.

He added that the forecast of a record winter wheat crop of 830,636,000 bushels makes it possible to work toward a small carry-over on July 1 if needed to meet the export goal.

The crop report showed disappearance of wheat from farms since January 1 has been "the largest January to April disappearance of record." This is due both to foreign demands and use as a supplement for dairy and poultry feeds.

"Consumption of feed grains by livestock and poultry has continued at a relatively high level," the report said, indicating that greater conservation efforts are needed.

While much more wheat needs to move off the farm if starving peoples are to be fed, the crop report showed that it has moved at a record rate since January 1. Over a billion bushels have been moved since the new crop was harvested, "a quantity that has never before been approached."

BREAD RATIONING. Secretary Anderson said: "Our most critical period in this country will be between now and the next harvest, and it does not seem likely we could put rationing into effect for a difficult commodity like bread in time to help in this critical period."

He added that we are prepared to take any steps necessary to meet export goals for hungry nations. "I am confident we can do it without rationing," he concluded.

AGRICULTURE-INDUSTRY MEETING. Department officials met with representatives of the milling and baking industry in Washington to discuss the possibilities of reducing wheat supplies to the industry by 25 percent for a period of 60 to 75 days.

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FURTHER REPORTS FROM EUROPE

In his most recent report from Europe, Herbert Hoover again emphasizes the certainty of "widespread starvation during the next three months" if America's famine campaign bogs down.

POLAND'S situation was described as "very unsatisfactory." There is a strong chance much spring seed will be eaten as food. Cereal rations have been cut almost one-third. Imports of 80,000 tons of cereals needed each month to maintain even the short supply. Complicating this picture is a short potato crop. Fats, too, are short. Imports of 34,000 tons will be needed during the year to maintain an already scant ration.

There is a strong black market in Poland. Some consumers have no ration coupons and must rely on "free supplies" whose "legal availability" makes rationing and distribution a tough problem.

FINLAND needs both cereals and fats to continue sharply reduced rations. Milk is needed badly for the children.

CZECHOSLOVAKIA'S supplies of cereals and fats are low, though there is enough sugar. Cereals will last until about mid-May. Bread rations have been cut. The fat ration is less than two-thirds of the authorized level.

SWITZERLAND has rations enough to continue pre-war health standards, even though fat and cereal supplies are less than in six years. There is milk for children and a small amount for adults.

The Hoover report highlights the fact that people of these countries, except the Swiss, are showing the effects of hunger -- particularly the children. In one of them, 25 out of every 100 newborn babies are dying. Tuberculosis is spreading rapidly.

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Except in Switzerland where Mr. Hoover says the black market is small, he indicates that illegal traffic in food is keeping it from children. Even small quantities of milk, meat and fats would improve their health greatly, says the former president.

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HOW MANY CALORIES?

A calory is the unit that indicates the heat and energy producing value of food.

In measuring the diet of an American army camp over a period of thirty days, the average was found to be 3,944 calories for each man day. In the Navy, the calories for each man were found to be 4,178 on a battleship, 3,878 on a carrier, and 3,847 on shore station.

Undernourishment begins at 2,000 calories a day. Dangerous malnutrition begins at 1,600 calories, and death from starvation results at 800 calories.

In the Santo Tomas prison camp in Manila, the Japanese were issuing 1,500 calories daily for each person in February, 1944. By October of the same year, the diet was down to 800 or 900 calories a day, and by the time Manila was liberated, there was an average of three to four deaths a day among the prisoners, due mostly from malnutrition.

Today in India, people get 960 calories a day. In the fall of 1945, the people of Albania were already on an average diet of about 1,000 calories a day. The urban population in half of Europe is existing on less than 2,000 calories, and in some areas, less than 1,500 calories a day.

And in America, our average daily food consumption is 3,300 calories.

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RAIL GRAIN SHIPMENTS DECLINE.

Carlot loadings of grain and grain products have declined seasonally for the past three weeks.

Loadings for the week ended March 30 totaled 42,631 cars. This was a decrease of only 1.9 percent from the previous week's loadings and the drop was not as great as during the previous two weeks.

The lighter movement is due to lack of grain offerings and not to lack of transportation facilities, as cars are plentiful in the grain area.

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LITTLE GRAIN GOES INTO SPIRITS

Practically all U. S. grain which can be used in the fight against world famine and hitherto going into whisky and beer has been diverted from brewers and distillers.

An order effective April 15 limits the distilling industry even further than previously by requiring that grain inventories be no larger than enough for a 7½-day supply. Previously, the distillers had been cut to a maximum of five days' operation per month, but no limit had been placed upon their grain inventories.

The malt and liquor industries are getting no wheat or wheat products at all. Their total supplies of grains and grain products have been slashed almost 50 percent. Most of the kinds of grains which remain to them could not be used in the campaign against hunger. Breakdown of the figures on distillers reveals:

- (1) They are getting only 3 million bushels of grain per month, compared with 6 million bushels in January.
- (2) More than half of their January supplies was corn. Henceforth, they may have only low quality corn grading below No. 3.
- (3) Distillers used some 354,000 bushels of rye in January. Now they may have only 51,000 bushels each month.
- (4) Allowed 489,000 bushels of wheat and wheat products in January, the distillers now get none.

Cuts of more than 30 percent have been made in the grain and grain products allowed brewers. The figures show:

- (1) Of some 4 billion pounds of grain and grain products going to them last year, 60 million were wheat and wheat products. Now, all wheat is diverted to fight famine.
- (2) Brewers are also prohibited from using rice, except screenings. They used 962 million pounds in 1945.
- (3) Of other grains, all comparatively unimportant to the famine fight, the brewers will be cut 30 percent from the 1945 levels. These include barley malt, corn, barley, sorghum, soybeans, and others.

SHALL WE FEED PEOPLE OR LIVESTOCK?

Millions of people around the world face death by starvation right now.

Wheat shipped now will keep them alive. Wheat or its by-products fed to livestock won't produce food for export for several weeks or months.

In a nutshell, that's the big "why" behind the Government orders which require 80 percent extraction of flour from wheat milled for flour and which limits use of wheat. Of course, that means less by-product feed for cattle, hogs, and poultry.

But a bushel of wheat goes much further as human food than as livestock feed. And human hunger comes first in the famine emergency.

Incidentally, many Americans without knowing it have started to eat the new "dark" bread which is made from 80 percent extraction flour. The actual difference in color or taste is hardly noticeable.

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NEWS DEVELOPMENTS

TWO U.S. CITIZEN ORGANIZATIONS have suggested one fast day a week to save food for shipment to European countries.

Mrs. LaFell Dickinson, president of the General Federation of Women's Clubs, urged the 2,500,000 women members of her group to eliminate bread entirely from their menus for one day each week. This would save 22,500,000 slices of bread in one week, she explained.

J. Robert White, American Veterans Committee representative of the District of Columbia food conservation committee, said he would propose that the organization observe one fast day a week -- a 1500 calorie meal for Thursdays.

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THE VETERANS ADMINISTRATION has ordered 101 hospital managers to "insure that food is not wasted" in keeping with the plea of the Famine Emergency Committee for food conservation.

The order included instructions on ways to conserve wheat flour and to use left-over bread and cakes. VA also warned that "patient menus must not be penalized by a reduction of standards necessary to insure attractiveness, dietary balance, and nutritional adequacy." They suggested using soya "full fat" flour in a variety of food products.

Suggested uses for left-over bread and cakes included ground bread in griddle cakes, toppings, breaded products and scalloped dishes, crumb cookies and puddings.

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SECRETARY OF AGRICULTURE CLINTON P. ANDERSON has announced that 629,000 long tons of wheat and flour equivalent (23,401,333 bushels of wheat) were shipped from the U.S. to France and French North Africa during the first three months of this year.

Meanwhile, a Russian merchant ship docked at Marseille, France, April 7, with 5,380 tons of grain for French domestic consumption.

This is the first shipment under the Russian agreement to ship France 500,000 tons of grain within the next three months. Moscow said that France would receive 400,000 tons of wheat, and 100,000 tons of barley.

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WASHINGTON, D. C. RESIDENTS are responding to the Government's pleas to conserve food to send more to the starving peoples of Europe, according to a Washington Post poll.

The poll shows that 7 out of 10 people are doing something to aid in the program, but the remaining 3 are not yet cooperating in the famine program.

A majority of families are trying to cut down on foods. Samplings show that 24 percent are "just cutting down and not wasting food," 17 percent are eating less bread, 10 percent are saving fats, 7 percent are saving both breads and fats. Only 8 percent did not answer the food conservation question.

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FOLLOWING A SUGGESTION by Herbert Hoover, Britain, France, Italy and Belgium have agreed to form a joint trust to purchase wheat from Argentina. Hoover had pointed out that four separate wheat purchasers bidding against each other would tend to send the price of Argentina wheat soaring.

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CHESTER C. DAVIS warns that we are falling behind in today's "race with death." From January 1 to April 1, we shipped far less than half of our six-million-ton goal of wheat and wheat products, promised to needy countries by July 1, he states.

Because consumer rationing would require four or five months to set up, we are handling the emergency on a voluntary basis, Mr. Davis points out. Most important, the program is on a voluntary basis because America still has a soul and here people have conscience and heart, he adds.

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THE AVERAGE FOOD RATION IN VIENNA, celebrated in story and song as a city of gaiety, has dropped to a near-starvation level of less than 900 calories a day, according to an UNRRA investigating committee.

Stores are empty, and money is practically worthless since there is little to buy except at fantastic black market prices, the committee said in an article appearing in the New York Times.

In neighboring Czechoslovakia, the UNRRA investigators found peasants pulling their own plows in their frantic efforts to plant crops. A main part of their diet is thin barley gruel.

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ACTION:

What The States Are Doing

In Montgomery County, North Carolina, 4,100 school kids brought home notes from their teachers. Not mass hooky playing - but a letter from the county AAA chairman outlining the famine picture. The parents signed the letters as pledges of cooperation for the children to return to their teachers.

West Virginia State bakers agreed to go to a 14 ounce loaf of bread, a cut of two ounces.

Maryland is one of several States reporting the Governor of the State named as honorary chairman of the Famine Emergency Committee.

in Maine, schools have revived "Clean Plate Clubs" and are also using surplus foods and substitutes for wheat and fats in school lunch rooms.

New Jersey home demonstration agents and home economics people have drawn up menus designed to save up to 40% of usual wheat consumption.

The State hotel association in Pennsylvania has distributed table cards pressing the "Save and Share" theme.

Rhode Island's wholesale and retail bakers are financing wheat conservation posters.

Theaters in Georgia are using slides. Boy Scouts have distributed handbills from door to door.

In Minnesota, the Girl Scouts have been furnished sample menus of countries now lacking food. Each Girl Scout is asked to eat one meal a week from one of these menus. "Famine Fighters Clubs" are being organized in every school.

Arkansas reports that Miller County has reduced its wheat use approximately 10% by reducing the loaf size of bread and by cutting out "pick up and rolling".

The Adercraft Club of Grand Rapids, Michigan, is furnishing the Famine Emergency Committee with 25,000 posters, size 12 X 22.

In St. Louis, Missouri, dairy distributors printed a message on special covers to be placed on the tops of milk bottles delivered by all city dairies.

National Organization Contacts

The General Federation of Women's Clubs is holding its National Conference in Chicago, June 17-21, where a PMA staff member will have a booth with materials for distribution. The Famine Emergency films, "Suffer Little Children" and "Freedom from Famine" will also be shown.

The National Congress of Parents and Teachers will hold its national convention in Denver, May 20-22. A PMA staff member will attend to distribute materials and serve as a Food Famine Emergency consultant.

PMA has prepared a second letter as a follow-up to the letter sent out by the Secretary. The new letter has 10 suggestions for stimulating action among organizations. Copies will be sent to each PMA director.

An Inter-Agency Famine Emergency Committee has been set up among Government Departments in Washington. The agencies represented on the Committee are: the Department of Agriculture, the Office of Education, the Labor Department, Office of War Mobilization and Reconversion, Department of Commerce, and State Department. The American Red Cross also was represented.

A list of national convention dates by States has been compiled for forwarding to you soon. You may wish to compile a similar list for conventions to be held in your State or area and try to secure a spot on the program for a speaker on Famine Emergency.

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Industry Advisory Committees Are Busy

A 10-point program for local food distribution advisory committees, based on actions already taken by one or more committees, was recommended to the States April 5 by Paul C. Stark, Director of Food Distribution Programs Branch. The Committees were asked to fit these actions into the State program coordinated by the State Managers.

The Branch is sending out 10 specific actions reported by one of the committees in "a Western State." (The State is Colorado, the city is Denver.) The actions include: 2 $\frac{1}{2}$ -foot 2-color placards with pictures of wolf's head and words "Stop Him. Starvation in Foreign Lands. Don't waste wheat products, Fats and Oils;" front of street car poster; wholesalers to pay for display cards for all grocery stores in city; packers to pay for display cards for schools; a company to pay for visual materials to be displayed elsewhere; motion picture houses to prepare and run streamers; advertising agencies to run slogans in copy they prepare.

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Trade Associations

Going out this week over Mr. Straub's signature are three seven-point programs -- for food manufacturers, for wholesalers, for retailers. These are going to national trade executives, but State Managers will be sent copies and asked to get them to State and local trade associations and to key individual operators. A request for specific action also is going forward to brokers.

The grocery manufacturers of America are considering the financing, printing, and distribution of $1\frac{1}{2}$ million copies of a two-color conservation poster.

One Midwestern baker has put out a striking brown-and-white poster which shows picture of hungry little girl with broken doll amid ruins of a devastated city. The caption reads: "That Little Children may LIVE." Other copy reads: "Famine threatens the world. Together we share the responsibility of helping to feed the world's hungry peoples. To this end, and to conserve wheat, our President has called upon the Baking Industry to use a darker wheat flour. This means that our baked foods are not as light in color as formerly.... but be assured that the baked foods you buy from us are just as good for you. Together we will cooperate with our President... Together we will help feed the starving nations of the world."

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Abundant Foods

Fact sheet on plentiful fruits and vegetables and on fresh and frozen fish in last stages of clearance.

Food Distribution Programs Branch Administrative Letter No. 3, which went out last week, brought out a point which cannot be stressed too much. That is that the successful promotion of abundant foods will: (1) Cut food waste in distribution channels; (2) Reduce demand for the scarce items so urgently needed abroad. It also contains a thumb-nail sketch on the supply pictures for cereals other than wheat.

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Private Eating Places

A 12-page special conservation edition of SERVING MANY is going out this weekend to individual plants having on-the-job food services and feeding over 7 million workers daily.

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Public Eating Places

USDA is preparing a four-page illustrated leaflet on the way public eating houses can help fight famine. It will be distributed through national, state, and local restaurant and hotel associations. The copy has been approved by industry operators. Already 45 States have requested more than 168,000 copies. This and a covering letter will also go to the Association of Railroad Dining Car Officers.

The Chicago Restaurant Association has turned out a red, white and blue 8½ x 11 card which their members are displaying. It reads: "This Restaurant is COOPERATING in the Voluntary Food Conservation Program Recommended by the President's Famine Emergency Committee."

They've also produced a little 2½ x 4" red, white and blue item to clip on their menus. This reads: "TO OUR PATRONS - This restaurant is COOPERATING in the Voluntary Food Conservation Program recommended by the President's Famine Emergency Committee. We know that you, too, will want to cooperate. Our well-balanced meal will continue to satisfy your nutrition needs. In order to conserve wheat, fats and oils, we ask that you be guided by the objectives of this program."

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Cartoon Strips

OWMR has already contacted news syndicates for getting propaganda and "drop-ins" into cartoon strips. Nothing can be done before the end of the original emergency because lag between production and publication is so long. However, now that it looks as if the emergency may last longer, we may go back to the syndicates and get something started.

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AFSC Cooperation

American Fat Salvage Committee has tied in with the Famine Emergency Program and is now offering 8-column and 4-column mats of an ad for local sponsorship. It is headed: "HUNGER" and shows a picture of a hungry man, woman, boy and girl holding empty plates. Following the full-width lettering of HUNGER, it states: "Just say that word out loud, and you get the full force of its terror. Hunger has a deep, dangerous tone to it. Hungry men are angry men. Women and children faced with starvation are bewildered, desperate. Hunger is the stuff of which revolution and war are made. Peace is not possible in any part of the world in which 500,000,000 people haven't enough to eat." Under the picture are the three ways you can "Share a meal and save a life."

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